



In this Issue:

Sewing Star: Rhonda Pierce

Page 3

Needle Points: Facebook Live

Page 10

Cover: Rhonda Pierce

Story by: Rita Farro

https://ritassewfun.blogspot.com/

Pictures: Provided by Rhonda Pierce

Layout/Design: Paul Ragas

Does that pic above show me playing cards? When the pic was taken I was Zooming with sewing machine dealer customers. I was specifically talking about five needle types popular for piecing and quilting. Today, all my SCHMETZ classes are virtual. In this issue find out a little bit about my love of sewing background and more importantly, the outline for my virtual SCHMETZ classes.

If you are a sewing machine dealer, quilt/fabric shop, guild or have a stitch group, I would love to talk SCHMETZ. Afterall, sewing is so much more fun when using the proper tools, including the essential sewing machine needle. Book me now! My 2021 goal is to present two SCHMETZ classes per week. Is this a realistic goal? It is ambitious, but you bet! Already, the first quarter of this year is booked.

Although I miss all my road trip sewing & quilting buddies, SCHMETZ virtual classes let me reach more sewing friends around the world. Let's meet virtually this year, and next year we can meet in person. Stay safe & healthy!

Sew SCHMETZ & Grabbit® Too!

Chondo

Rhonda Pierce Spokesperson, SCHMETZneedles.com info@SCHMETZneedles.com

What Inspires YOU to Sew?









There's an App for That!









Rhonda Pierce Sew SCHMETZ!





Rhonda Pierce

Rhonda's portrait by 7000 Reasons Oil Painting

Many of you may know Rhonda from any one of a hundred different consumer shows where she was representing SCHMETZ needles in a booth or teaching classes. Maybe you encountered her contagious smile and warm personality at a sewing machine convention or the Sewing and Stitchery Expo in Puyallup, Washington, where she served as the official Facebook hostess. Or perhaps you were lucky enough to be invited to one of Rhonda's small dinner parties during International Quilt Market. She has a reputation for picking the best restaurants, and being the most gracious hostess.

If you have ever worked with Rhonda, you know she is the most organized person in the sewing industry. No matter what

task she is given, she approaches it with logic, enthusiasm, and meticulous planning ... a winning combination. She also has the ability and DESIRE to think outside of the box. Rhonda is always eager to try new things or implement a different approach.

The world of sewing is very lucky to have Rhonda Pierce on our team. So, this is a special issue ALL ABOUT OUR VERY OWN RHONDA.





"Colorsplash" quilt hug. Rhonda's quilt was on exhibit at 2017 & 2018 International Quilt Festivals in Houston, TX and Chicago, IL.

Rhonda, how did you end up in the sewing industry?

As a high school student, I loved to visit my local fabric store in rural Nebraska to study the Vogue, Butterick, Simplicity, and McCall's pattern books. I scrutinized each pattern for style, construction, fabrication, and colorway. I loved sewing my own clothes for fun, as well as for 4-H competitions, and I often wondered what it would be like to live and work in New York City.

After graduating from the University of Nebraska with a BS in Textile, Clothing & Design, I caught the next plane to New York City. Weeks before I sent out dozens of resumes with no response. Then, the day before leaving, I received a phone call from an acquaintance telling me that Vogue Patterns had a position available. Two days later I was hired on the spot as the assistant in the Fashion Office. Hooray!

The next hurdle was finding a place to live (besides my friend's sofa). I figured that out on the first day. For the next eight years, I lived at The Markle, a women's residence run by the Salvation Army in the picturesque West Village. I was surrounded by women from around the world that were also pursuing their dreams of business, education, writing, stage, dance, and opportunity, or escaping some personal reality in the big city. To this day, I still have a very good friend from my Markle days.

I only lasted at Vogue Patterns for about a year. Perhaps work in New York City was not as glorious as I imagined? Whatever the reasons, I next studied for my master's degree in Home Economics education at New York University. I giggle now, that I was one of the last Home Ec students before NYU disbanded the program. At the same time, I was working as an administrative assistant in the Vice Chancellor's office to pay for my education.



Rhonda surrounded by SCHMETZ & Grabbit Sewing Tool products. She's wearing an sweater upcycled from her husband's closet.

Then, the biggest break of my fledging career happened. Long story short, I was offered a job at the Metropolitan Transportation Authority (MTA) that eventually led me to become the assistant to Robert R. Kiley, Chairman of the Board. For eight years, I was gatekeeper to the Chief of Staff and Chairman of the Board. Witnessing the politics, drama, absurdities, and consequences of actions mixed with public service was intoxicating. I learned a profound life lesson from Mr. Kiley: there is strength in listening and even more power in remaining calm.

For another two years, I continued to work for Mr. Kiley as he transitioned from the MTA to President & CEO of Fischbach Corporation, an international electrical and mechanical contractor. As his administrative manager, one of my largest tasks was consolidating and relocating our offices from midtown Manhattan to Wall Street. Mr. Kiley told me it was the smoothest relocation he ever had.

After 12 years in NYC, I relocated to the suburban Chicago office. My mission was to identify women, minority, and disability-owned businesses for potential work on federal electrical contracts. The United States was my territory with travel to major cities. Then, something unexpected happened. I met a nice guy in the Chicago office. Two dates and three months later, I married Dick Pierce. We got rid of all our stuff and relocated to beautiful San Francisco. At that time, we found a tight job market and glorious, but monotonous, weather. What we learned was that we were too Midwestern. Not only did we miss the four seasons, but our work styles did not mesh well with the City by the Bay. So after only a year, we returned to Chicago.









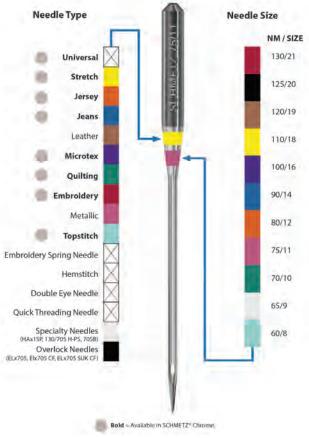
A few favorite dresses: Vogue Patterns Marcy Tilton #9112 & #9329; Christine Jonson #630

Ifound a terrific job in Chicago with a niche wholesaler of sewing and quilting supplies, Quilters' Resource Inc. I remembered how much I loved to sew, and was surrounded by beautiful ribbons, notions, books & patterns. I worked at Quilters' Resource for seven years handling international customers and organizing authors and designers for teaching and appearances at International Quilt Market and other venues. I had been on the job for only a few weeks when I was tasked with organizing the schedules and accommodations for ten high profile quilters from Japan, South Africa, Australia, England, France, and the United States. Bonnie Benson, the Quilters' Resource co-owner, said it was the smoothest quilt market she had experienced.

When my husband got sick, we relocated to his home state of Michigan. For two years, I worked as a store manager for Country Stitches, a top tier Husqvarna/Pfaff & Baby Lock dealer. In 2004

I received an unexpected call from Quilters' Resource, asking if I would be interested in returning to Chicago. My husband's health had stabilized, so we returned to the Chicago area. From Quilters' Resource to Brewer Sewing Supplies/Euro-notions, I continued working in the sewing & quilting arena. Quilters' Resource and Brewer were eventually acquired by Bernina of America. Lucky for me, I stayed on with Euro-notions, the North American distributor of SCHMETZ home sewing needles. Nearly 15 years have passed, and I am still excited about my job and working for Jerry Smith and my colleagues. My role has evolved into sales, marketing, and education while elevating respect for that little 2" of steel in the sewing machine. My mission is to educate the sewing public about SCHMETZ needles.





Download the SCHMETZ color chart for free at https://schmetzneedles.com/color-code-chart.

In 2010 with colleagues, I visited the SCHMETZ campus in Germany. Viewing the production of SCHMETZ specialty needles was a thrill. In a meeting with SCHMETZ executives, I stated our sewing public needs color coded needles for easier identification. I was told no. Later from my teaching events, I soon started batching email comments from consumers and retailers who wanted the same thing, color bands on SCHMETZ needles. I

batched and forwarded the email requests regularly to SCHMETZ Germany. In 2013 I received an email, "Dear Mrs. Pierce, Please stop the emails. You are getting color coded needles." So, a big thank you to everyone that attended my 2010-2013 classes and emailed requests for color coded needles. I did listen and SCHMETZ heard you too.

www.SCHMETZneedles.com

Rhonda's Personal Blog: www.sewmorestitches.com







SCHMETZ Zoom/FBLive

You set up the format: Zoom, FBLive, or other, and I'll show up.

Title: What Needle Should I Use? SCHMETZ Sewing Machine Needles

Presenter: Rhonda Pierce, Spokesperson for SCHMETZneedles North America &

Vice President, Euro-notions

Time: 60 minutes: 45 minutes with Q&A

Class Description: Confused about what needle to use? What do all those numbers mean on the needle package? Is changing the needle really important before it breaks? What needle should I use? Successful sewing is often about paying attention to the little things, like the needle in your sewing machine. Get the low-down about how this little piece of steel can solve some very BIG problems, including broken threads, skipped stitches, and puckered fabrics. Your sewing machine is an investment and protection begins by using the very best needle. Sew SCHMETZ!

Goals: SCHMETZ needle education. Elevate respect for this 2" piece of steel. Support local SCHMETZ sales at sewing machine dealers and quilt/fabric shops.

SCHMETZ Virtual Class Outline:

- Needle Basics:
 - · Needle Anatomy, Eyes
 - · SCHMETZ Color Chart
 - · How to Read the Needle Pack
- What Needle Should I Use:
 - · Five Needle Types Used by Quilters
 - · Needle Types Used for Knits
- Newest SCHMETZ Needles:
 - · Chrome and Super NonStick
- How Long Does a Needle Last?
 - · Clues to Change the Needle
 - · Slightly Used Needles
- Q&A



Schedule

Bio: Rhonda Pierce has a dream job ... teaching sewing enthusiasts about the most important 2" piece of steel in the sewing machine, the SCHMETZ needle. During Rhonda's classes students respond with "a ha" moments and giggles as they learn needle facts. Until 2020 Rhonda enjoyed sharing needle knowledge in classrooms and sewing shows throughout North America. She traveled with the SCHMETZ "Super" Needle, it's 17" tall. Although her popular classes are now virtual, she still asks, What's Your Favorite SCHMETZ Needle? Rhonda is delighted with the ingenuity and remarkable creations that sewing enthusiasts share. She publishes the Constant Contact Seven Year All-Star Winner SCHMETZ newsletter and inspirational e-zine, **SCHMETZ** *Inspired to SEW*. She is a certificated FitNice System Instructor and earned a Brendon Burchard High Performance Certificate. Her last guilt, Colorsplash, was displayed at three International Quilt Festivals. Rhonda's personal blog documenting sewing & quilt projects is www.SewMoreStitches.com. With quilt shop, wholesale distributor management experience, and the love of sewing, Rhonda delivers a unique perspective as VP, Marketing Director of Euro-notions and Spokesperson for SCHMETZneedles.com North America.

Other: Official SCHMETZ logo, headshots and e-zine link will be provided upon presentation confirmation.





Comments		
Wonderful presentation!	Since your presentation, I have purchased at least five different needle types & am loving them.	Rhonda's proactive approach to sewing machine needles was an eye-opener.
Excellent presentation! Lots of great information mixed with humor.		Excellent class & well worth the money.
I never knew, & now I do! Wonderful information.	Best class of the day!	Great class! Best of many I have taken on needles.
Ь		· 6

- I've known Rhonda for many years. She has worked a lot of our live events and most recently our virtual events. Rhonda was one of our more popular guests with our customers. She is extremely knowledgeable and very professional. We welcome the opportunity to work with her.
 Blain Austin, SewingMachinesPlus
- Rhonda Pierce is THE expert in needle knowledge. She's taught several excellent classes for us. We had over 60 people in attendance for her Schoolhouse class about needle knowledge. She also taught an online class that was very successful. There simply isn't a sewing machine needle question she can't answer. I've learned a lot from Rhonda's classes and I've used that needle knowledge to help our customers. I have the giant "Super Needle" in the classroom, and I use it all the time.
 - Thimbles Quilts in Lockport, Illinois was named one of the top ten quilt shops in America by Quilt Sampler magazine. Tammy Newton, co-owner of Thimbles Quilts



from Rhonda's Classes

Our teacher was excellent! I feel confident now in my needle choices.

The hands-on experience was incredible.

Informative class, very helpful. Lots of good information.

People gravitate to
Rhonda because she
is the epitome of
happiness and
positivity. She always
has a smile and a
gracious demeanor.
Rhonda's classes are
very popular because she
engages her audience as
she shares her knowledge
and she is an excellent
communicator.

Joanne Ross, Founder, Sewing & Stitchery Expo An expert, but never comes across as a know-it-all.

Rhonda had so much information to share that most people probably weren't aware it existed.

Very good presentation! Lots of great information & humor mixed with knowledge.

- Rhonda Pierce has been a frequent guest presenter on my webinars. She sits in her office (or home) and
 does a PowerPoint presentation about sewing machine needles. The information and education they
 receive is exactly what they would learn during an in-person event. Rhonda is such an authentic person,
 and that comes through in her teaching style. She has such a wide range of knowledge, but never
 comes across as a know-it-all. Her focus is always to help her students. Margaret Moorhead is the
 founder of the Virtual Sewing Guild.net. Margaret moved her sewing/teaching life online way back
 in 2007, so she was years ahead of the rest of the world when the quarantine happened.
- Rhonda, yesterday when I wanted to know what needle was in my machine, I thought of you. The color coding is an amazing help! Thanks. - Pati Palmer, of Palmer/Pletsch







First Wednesday of each month at 12:00 CT.

Learn. Giggle. Giveaways!

https://www.facebook.com/schmetzneedles

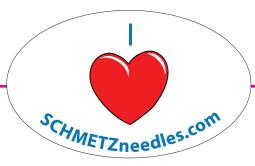






Change the needle!

Stitch quality improves & the sewing machine performs better with a new needle!





Compliments of Your Local Retailer



